INFORMATION LETTER

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Comments and Requests for N.C.A. Recipe Book

Since the introduction of the N.C.A. Home Economics Division's new recipe book *So Easy Recipes and So Good, Too* in September, comments and requests for additional copies have been received daily. Most comments have been about the practical and good sounding recipes, and on the quick and easy preparation of them. Numerous letters have mentioned the title and the inviting appearance of the book. Some typical comments received in the letters:

From a radio-TV personality:

"Thank you for your letter and the copy of *So Easy Recipes and So Good, Too.* It is one of the finest books of its kind that I've seen for some time. And I'm using the word 'book' advisedly. As one who is apt to eat with her eyes, so to speak, I must also add that your pictures are exceedingly good. Already I have tried some of your recipes and so far not a clinker in the lot! I would like to be able to offer this book to a few of my listeners . . . say the first 25 that write in for it."

From an electric company's home service director:

"Thank you so much for sending me *So Easy Recipes.* The recipes look interesting and you know we are always looking for new things for demonstrations—recipes that require little preparation—and these seem to fill the need. We have 32 home economists and if we might have a copy for each girl, we should be grateful."

From a dietitian from a veterans hospital:

"I can use this booklet very nicely for training purposes in my clinic. Could you send me three dozen copies of it?"

From the start of a food page feature by a city newspaper food editor:

"It's seldom that a cook book can make us toss our bonnet into the air, but we've finally come across one. It's designed particularly to utilize canned foods, its recipes have been tested, and it has the blessing of a nation-wide association of canners. Just between us girls, this cook book can show you how to get a tasty meal on the table in jig time—and if this be treason to associations which claim to protect and advance the welfare of husbands, our comment is this: It's about time."

Reorganization of USDA

Secretary Benson on November 2 announced plans for reorganization of the U. S. Department of Agriculture, effective immediately.

The new organization of the USDA is substantially as set forth in the "announcement of intention" of October 13 (see INFORMATION LETTER of October 17, page 301).

Certain modifications in the proposed plan were made as the result of suggestions received by USDA.

The reorganization places all of the service agencies of the USDA under four main groups: Federal-State Relations, Marketing and Foreign Agriculture, Agricultural Stabilization, and Agricultural Credit.

The unit for Marketing and Foreign Agriculture was established substantially as proposed by Secretary Benson in his October announcement.

World-wide Tariff Problems Discussed at Session on GATT

Contracting parties to the General Agreement on Tariffs and Trade, comprising 33 countries, concluded their eighth session on October 24. The session was held in Geneva, beginning September 17. In a review of the consultations, the State Department stated, in part:

"A marked improvement in the world dollar situation in the past year was noted. Although this improvement was due in part to temporary and artificial factors, including continued restrictions against dollar imports and heavy U. S. offshore purchases and military and other expenditures abroad, more fundamental causes appeared to be in operation. Some of these more fundamental factors gave promise of enduring. If this should prove to be the case, the contracting parties believe the conditions would exist for advancing toward a system of international trade free from restrictions and discrimination imposed for financial reasons. Unfortunately, the contracting parties could not report universal improvement. Some countries, among them countries dependent on production and export of primary commodities, have in fact experienced a deterioration in

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President Ratzesberger Refutes Statements by Senator Douglas

N.C.A. President Louis Ratzesberger, Jr., this week challenged Senator Douglas (Ill.) for making statements implying that canners profiteer at the expense of farmers, and cited government statistics showing that farmers who produce canning crops actually got a greater share of the consumer's food dollar in 1952 than the year before.

Speaking at the fall meeting of the Illinois Canners Association, in Chicago, Mr. Ratzesberger said that Senator Douglas had been quoted in a news dispatch and had made a radio broadcast in which he blamed certain food processors for charging the public more for food while paying farmers less.

After reading a report of Senator Douglas' statement in the Danville newspaper, Mr. Ratzesberger obtained from the N.C.A. office material showing that canners are one group of processors to whom such statements do not apply. Mr. Ratzesberger wrote the Senator, who offered to talk over the matter but said nothing about correcting the inferences and false conclusions that Mr. Ratzesberger had protested.

Mr. Ratzesberger wrote Senator Douglas a second time, calling attention to a report by the Bureau of Agricultural Economics, USDA, which the Senator had used as the basis for his statements. Mr. Ratzesberger pointed out that the BAE figures show that for the four canned foods volume-leaders, the farmer's share of the consumer dollar increased rather than decreased from 1951 to 1952.

For peas and tomatoes, two of these major canning crops, farmers received more in 1952 than the year before but consumers actually paid less for canned peas and canned tomatoes, Mr. Ratzesberger said. He explained that the farmer was paid about 4½ percent more for green peas and nearly 12 percent more for tomatoes than in 1951.

Canners paid farmers nearly 22 percent more for sweet corn in 1952 than in 1951 but the increase to the con-

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MEETING

IFT Section to Hear Dr. Clark

Dr. B. S. Clark, scientific director of the American Can Co. and president of the Institute of Food Technologists, will address the Maryland section of the Institute on November 13 at a dinner meeting at the Stafford Hotel in Baltimore. His subject will be "Current Trends in Metal Containers."

Because of the prominence of the speaker and interest in his subject, a record attendance is expected.

General Session on GATT

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their external financial position during the year under review."

Among the actions reported by the State Department were the following:

Assured life of tariff schedules: Tariff schedules already negotiated under GATT will remain in effect another 18 months following January 1, 1954. The U. S. is among the countries that have already signed a declaration to this effect, thereby lessening the chances of unilateral action raising tariffs.

Japan: It was decided to permit Japan to participate on a "provisional basis" in future deliberations of the contracting parties. "Various countries, including the U. S., agreed with Japan that their commercial relations would be governed by the provisions of the Agreement."

Complaints: Contracting parties dealt with a number of complaints against actions held to be inconsistent with the letter or spirit of the Agreement. Among these actions were the U. S. import quotas on dairy products, limitations on imports of dried figs under the escape clause, and U. S. export subsidies on oranges, raisins, and almonds.

With regard to export subsidies, "the U. S. delegate explained that such measures were intended to permit these products to maintain a foothold in world markets established before import restrictions were imposed against them by countries suffering from dollar difficulties. Several countries believed that the subject of export subsidies and provisions of the Agreement on subsidies should be given careful consideration in the future."

Empire preference: The U. K. was granted a waiver permitting tariff increases on products from non-Commonwealth countries on which tariff concessions are not in effect, without requiring imposition of duties on like Commonwealth products. "Procedures were provided for in order to prevent the waiver from applying in any case where the increased preference would result in a substantial diversion of trade to preferential suppliers." [The U. K. has granted tariff concessions to the U. S. on most canned foods.]

French plan: The French plan for the reduction of tariff levels reached an advanced stage of technical development. The revised French plan would provide that the import trade of participating countries would be divided into a number of sectors, say 10 or 15, and that the average tariff rates within each sector would be reduced by 10 percent in each year for the first three years of the plan. The choice of items for reduction within any sector would be at the discretion of each participating country, except that rates above a certain prescribed level (ceiling rates) would be reduced to that level. Special relief from the mandatory commitment to reduce the high rate on any specific product to this prescribed level could be granted by the participating countries. Under the plan, no reduction would be required in any sector whose average rate was below a prescribed level (floor rates) except that in such a sector any individual rate above the ceiling would be reduced to the ceiling. Fiscal duties could be excluded from the plan, and countries in the process of economic development would not have to make reductions affecting their development programs.

Contracting parties decided to refer the revised plan to their governments for their consideration and comment. The U. S. delegation indicated that the plan would be sent to the Commission on Foreign Economic Policy, of which Clarence Randall is chairman, "as an illustration of a line of thinking and a possible approach to the problem of tariff reduction."

RESEARCH

Fruit Spread Manufacture

Members of a civilan research and development advisory committee on fruit spreads met November 5 with staff members of the Quartermaster Food and Container Institute for the Armed Forces in Chicago to discuss the development and improvement of fruit spreads used in military subsistence.

Industry representatives scheduled to attend the meeting were Dr. B. W. Clarke, The Crosse & Blackwell Co., Baltimore; Phillip E. Gilbert, Tea Garden Products Co., San Leandro, Calif.; Harry G. Hirsch, Glaser, Crandell Co., Chicago; Harry King, The Welch Grape Juice Co., Inc., Westfield, N. Y.; E. E. Meschter, The American Preserve Co., Philadelphia; Frederick Johnson, The J. M. Smucker Company, Orrville, Ohio; and Lawrence Baron, L. Baron, Inc., Yonkers, N. Y.

Ratzesberger at Illinois

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sumer for her canned corn was less than 8 percent, he said, and the grower was paid 13.7 percent more for peaches while the retail price of canned peaches rose less than 1 percent.

Mr. Ratzesberger said that "if anyone knows about the values added by canners between the farmer's gate and the consumer's table, Senator Douglas is that person."

The Senator, he said, knows that when a housewife buys a canned food for her table she is paying for many services performed by canners and distributors.

"The farmer doesn't provide these services," Mr. Ratzesberger continued. "The housewife wants them and is willing to pay for them. Otherwise she'd get her corn and tomatoes and peas right at the farmer's gate, and assume her own costs of conveying them to the table and of cooking and packaging them for storage. It is these extra services that she appreciates, demands, and pays for. It is these extra services that have lifted Mrs. America's living standards to the highest point of any civilization."

* * *

The N.C.A. Information Division prepared and distributed special releases on Mr. Ratzesberger's speech for newspapers, wire services and radio stations in Illinois. These were distributed to 252 Illinois papers and to 97 radio stations in the state, as well as to the national wire services and their news affiliates and to 54 trade journals. Distribution also was made to a selected list of farm editors of important newspapers elsewhere in the country. Special radio releases also were prepared for radio farm directors of stations in Illinois and neighboring states along with network news commentators.

In addition, arrangements were made for special guest appearances by Mr. Ratzesberger on the "Bob and Kay" television interview show on station WNBQ-TV in Chicago and on the network program "The Breakfast Club." Mr. Ratzesberger was also interviewed by Mary Merryfield, NBC commentator, for remarks she broadcasted from Chicago station WMAQ. Secretary Carlos Campbell was interviewed on the WGN radio program "Meet the Kraefts" and on the telecast interview program "Visit With the Dowds," station WBKB-TV.

Several other Chicago radio and TV stations and most of the daily newspapers there carried references to Mr. Ratzesberger's Illinois speech.

STATISTICS

1953 Pack of Sweet Corn

The 1953 pack of sweet corn amounted to 36,244,595 actual cases, 5 percent below the record 1952 pack of 38,212,332 cases, according to a report by the N.C.A. Division of Statistics.

Packs by States

The 5 percent decline in the 1953 U. S. sweet corn pack was caused primarily by the decreased pack in the Midwest. The Minnesota pack was down 1.6 million cases from a year ago, Iowa-Nebraska was down 500,000 cases, and Wisconsin was down 400,000 cases.

On the other hand, Western states reported a pack of about 300,000 cases, 8 percent above a year ago. The largest percentage gain over the 1952 pack was reported by the New England states, where the pack of 1.25 million cases was 43 percent above a year ago. The New York pack was up 7 percent, Indiana was up 8 percent, and Pennsylvania up 3 percent. Illinois and Maryland and Delaware reported packs practically identical with a year ago. The actual pack, by states, and the percent change from a year ago is shown in the following table:

1953 Corn Pack by States

State	1952	1953	Percent change from 1952
	(*thousands of actual cases*)		
East:			
Me., Vt., N. H.	860	1,228	+43
New York	1,349	1,444	+ 7
Md. & Del.	2,008	2,017	(a)
Pennsylvania	543	557	+ 3
Other states	21	13	−38
Midwest:			
Ohio	1,123	1,025	− 9
Indiana	1,491	1,606	+ 8
Illinois	6,554	6,551	(a)
Wisconsin	8,673	8,275	− 5
Minnesota	8,088	6,339	−22
Iowa & Nebr.	2,964	2,423	−18
Other states	363	275	−24
Western states	4,175	4,491	+ 8
U. S. Total	38,212	36,244	− 5

(a) Less than one percent.

Golden and White Pack

The 1953 pack of 31,486,657 cases of the golden varieties accounted for slightly less than 87 percent of the total U. S. pack, compared with 89.7 percent a year ago. Practically all of the decline for the golden varieties this year came from the Midwest pack. The East showed a slight decline in the proportion of golden varieties packed, with 88.3 percent, compared with 88.6 percent a year ago. The pack in the West again was all golden. The proportion of the pack in the U. S. and in each region that was golden and white varieties is shown in the following table:

Proportion of 1953 Corn Pack in Golden and White Varieties

Grade	Golden 1952	Golden 1953	White 1952	White 1953
	(*percent of pack*)			
East	88.6	88.3	11.4	11.7
Midwest	88.4	84.4	11.6	15.6
West	100.0	100.0	....	....
U. S.	89.7	86.9	10.3	13.1

Whole Kernel and Cream Style Pack

The proportion of the total pack in cream style was lower again this year, with 49 percent of the total U. S. pack in this form. This percentage has declined for three consecutive years. The percentage of the total pack of cream style for the past five years was as follows: 1949-50, 53 percent; 1950-51, 56 percent; 1951-52, 55 percent; 1952-53, 52 percent; and 1953-54, 49 percent. This year 45 percent of the golden varieties were cream style compared with 49 percent a year ago.

In the East, the proportion in cream style this year actually increased. This year's Eastern pack contained 56 percent cream style compared with 54 percent a year ago. However, the Midwest pack dropped below one-half in cream style, with only 47 percent of the total pack in this form compared with 51 percent a year ago. The pack in the West decreased slightly in the proportion of cream style, from 58 percent of the total pack a year ago to 53 percent. The number of actual cases packed in whole kernel and cream style in each of the areas and for the U. S. is shown in the following table:

Quality

Of the total U. S. pack this year, 81 percent was Fancy grade, exactly the same proportion as a year ago, but lower than in both 1950 and 1951, when 87 and 85 percent, respectively, was Fancy. However, in the four previous seasons, 1946-49, the proportion of the U. S. pack in Fancy grade varied from 68 percent to a high of 78 percent.

Regionally, both the East and the West showed no change from a year ago in the proportion of the Fancy pack. The Midwest pack was down 1 percent, with 83 percent Fancy this year compared with 84 percent in 1952 and 90 percent in 1950. The proportion of the Fancy pack in each region for each of the past four years is shown in the following table:

Proportion of 1953 Corn Pack in Fancy Grade

Region	1950	1951	1952	1953
	(*percent of pack*)			
East	77	75	68	68
Midwest	90	87	84	83
West	86	86	79	79

All of the decline in quality occurred this year in the golden varieties. Usually the percentage of Fancy is higher in the golden varieties than in the white varieties. In the 1953 pack, however, the reverse is true. This year 84 percent of the white varieties were Fancy compared with 79 percent a year ago. For the golden varieties, 80 percent of this year's pack was Fancy (4 percent less than for white) compared with 82 percent a year ago. The proportion of the pack in each grade for the past two years, by variety, is shown below:

Proportion of 1953 Corn Pack in Each Grade

Grade	Golden 1952	Golden 1953	White 1952	White 1953	Total 1952	Total 1953
	(*percent*)		(*percent*)		(*percent*)	
Fancy	82	80	79	84	81	81
Ex.-Std.	15	16	14	13	15	15
Std.	3	4	7	3	4	4

1953 Corn Pack by Region, Variety, and Style of Pack

Variety	East 1952	East 1953	Midwest 1952	Midwest 1953	West 1952	West 1953	U. S. Total 1952	U. S. Total 1953
	(*thousands of actual cases*)							
Golden, total	4,238	4,645	25,870	22,352	4,175	4,490	34,283	31,487
Whole kernel	1,726	1,767	14,110	13,333	1,758	2,100	17,594	17,200
Cream style	2,512	2,878	11,760	9,019	2,417	2,390	16,689	14,287
Country Gentleman	260	442	2,667	3,542	.....	.....	2,927	3,984
Whole kernel	253	400	189	526	.....	.....	442	926
Cream style	7	42	2,478	3,016	.....	.....	2,485	3,058
Other white varieties, total	283	172	720	601	.....	.....	1,003	773
Whole kernel	242	132	43	77	.....	.....	285	209
Cream style	41	40	677	524	.....	.....	718	564
All varieties, U. S. total	4,781	5,259	29,257	26,495	4,175	4,490	38,213	36,244
Whole kernel	2,221	2,299	14,342	13,936	1,758	2,100	18,321	18,335
Cream style	2,560	2,960	14,915	12,559	2,417	2,390	19,892	17,909

Pack in Various Can Sizes

Again this year about 64 percent of the total U. S. corn pack was in the 303 can size. The No. 2 can, which in 1947 accounted for 64 percent of the total, accounted for less than 0.3 percent of the total this year. The Eastern states, which were the slowest to shift from the No. 2 to the 303, put 3.6 percent of the area pack in No. 2 cans last year but only 0.3 percent in that size this year.

Eastern states increased the proportion of their pack in the 303 size from 70.6 percent a year ago to 73.3 percent this year. In the West, the proportion of the area pack in the 303 was the same as last year, about 64 percent, while in the Midwest the pack of 303 cans declined from 63.1 percent of the total last year to 62.2 percent this year.

While the pack in the 12-ounce vacuum was 1 percent less than a year ago, the proportion of 8Z cans gained slightly, the Midwest showing an increase from 8 percent last year to 9.5 percent of the area total this year.

The No. 10 accounted for about 9 percent of the total U. S. pack in 1953 compared with 8 percent in 1952 and 6 percent in 1951. All areas participated in the increased proportion of the pack in No. 10 cans, the largest increases occurring in the West and Midwest. In the West, the pack in No. 10 cans represented 11 percent of the total pack of the area, approaching the proportion of No. 10 cans packed in the East, 12.7 percent.

Proportion of 1953 Corn Pack in Each Can Size, by Region

Can Size	East		Midwest		West	
	1952	1953	1952	1953	1952	1953
	(*percent of pack*)					
24/2	3.6	0.3	0.8	0.2	0.6	0.3
48/8Z	7.2	7.4	8.0	9.5	8.4	5.5
48/1P	1.6	1.5	0.8	0.4	1.1	1.3
24/12Z Vac	4.8	4.8	20.8	19.4	15.5	15.7
24/303	70.6	73.3	63.1	62.2	63.8	63.8
6/10	12.2	12.7	6.4	8.2	9.6	11.6
Misc.	...	....	0.1	0.1	1.0	1.8

Per Capita Consumption

The per capita consumption of canned sweet corn in 1952 was 4.8 pounds (net weight), according to the Bureau of Agricultural Economics. In 1953, per capita consumption probably will be considerably above this figure, on the basis of indications. Based on the volume of shipments by canners so far in 1953, the net weight of canned sweet corn consumption this year probably will be about 5.7 pounds per person. If realized, this figure would be higher than the per capita consumption of canned peas, for the first time in 27 years.

For a comparison of consumption of canned and frozen corn, the Division of Statistics converted the net weight figures to equivalent farm weight. This calculation shows that the total pounds, farm weight, of canned sweet corn consumption has been fairly constant during the past five years, varying from 12.1 to 12.9 pounds, farm weight, per person. Likewise, the total consumption on a farm weight basis of both the canned and frozen corn combined has been relatively constant, ranging from 13.2 to 13.9 pounds over the same period.

In 1952, per capita consumption of canned sweet corn on a farm weight basis represented 87 percent of the total per capita consumption of processed sweet corn, or about 9 pounds of canned corn for each pound of frozen corn. The following table shows the per capita consumption of canned and frozen sweet corn expressed as pounds, farm weight, for each year from 1937 through 1952:

Per Capita Consumption of Sweet Corn, Canned and Frozen, 1937-52[a]

Year	Canned	Frozen	Total
	(*pounds*)	(*pounds*)	(*pounds*)
1937	9.6	.17	9.77
1938	10.1	.13	10.23
1939	10.6	.21	10.81
1940	11.1	.25	11.35
1941	11.9	.21	12.11
1942	13.9	.29	14.19
1943	13.4	.13	13.53
1944	12.6	.50	13.10
1945	13.9	.50	14.40
1946	15.7	.63	16.33
1947	14.7	1.13	15.83
1948	12.4	1.13	13.53
1949	12.1	1.13	13.23
1950	12.9	1.04	13.94
1951	12.1	1.42	13.52
1952	12.1	1.75	13.85

[a] All figures represent farm weight. Source: U. S. Department of Agriculture.

DEATH

Ralph Tratt

Ralph Tratt, 74, vice president and director of Whitewater Canning Company and Humbird Canning Company, died in Fort Atkinson, Wis., October 31.

Mr. Tratt was original stockholder of both corporations, dating to 1913 at Whitewater and 1916 at Humbird, and director and an officer of both corporations for many years.

Mr. Tratt was graduated from the agricultural course at the University of Wisconsin in 1900, and operated farms from 1900 to 1941. He won a national reputation as a breeder and judge of Guernsey cattle. He became a charter member of Jefferson County Guernsey Cattle Association in 1906, was director of the Wisconsin Guernsey Breeders Association from 1925 to 1948, and had judged cattle at national exhibitions.

He also was a director of a bank in Whitewater.

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 6,971,500 pounds of canned beef at an average price of 38.95 cents per pound, f.o.b. plant, during the week of October 26. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 125,800,731 pounds.

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